



# DATA SECURITY





# HELLOLEADS DATA PROTECTION PRINCIPLES

**YOUR DATA IS YOURS**  
**YOUR DATA IS PROTECTED**  
**YOUR DATA IS PORTABLE**



# WHAT IS HELLOLEADS ?

- HelloLeads is an effective tool for managing and tracking leads. It helps you in capturing, tracking and managing lead information from Facebook, field sales, tradeshow and a range of other sales situations. It helps you to capture lead information (from business cards or forms), track them so that you can convert potential leads into actual business opportunities.

# WHAT IS YOUR DATA ?

- Your data consists of your lead data – this includes contact details of leads, their business cards, qualifiers, notes, social media data, follow up information

# WHAT HELLOLEADS WILL DO WITH YOUR DATA ?

- HelloLeads helps you in capturing lead data in a structured way, stores them properly and helps you in communicating with your leads
- HelloLeads Stores your data in a secure cloud platform so that you can access them any time anywhere with proper credentials



# IS YOUR DATA SAFE AND SECURE?

**WITH HELLOLEADS –  
“YES”**



# HELLOLEADS DATA SECURITY GATES



- **E - mail verification at the time of registration**

- Your data belongs to your account generated at the time of registration. Authorized person who are eligible to view and to use the data will be verified by their e-mail id at the time of registration itself. HelloLeads will block any unauthorized entry every time someone signs on. The security of your data is tied to the security of your email.



- HelloLeads follows **Single sign-on token based authentication system** – This ensures “One sign on in One device at Onetime”



- HelloLeads uses advanced encryption technologies including **SHA – Secured Hash Algorithm – 256 Bit encrypted** – This ensures that the passwords used by the HelloLeads customers will be known to them only. Even HelloLeads team who handles the back end support will not know your passwords



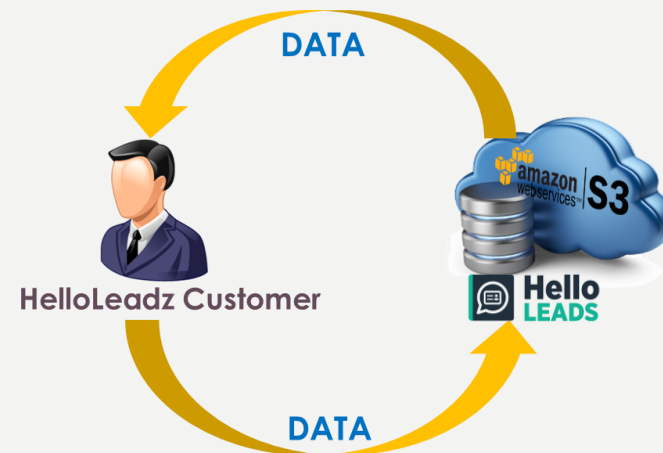
**HelloLeads has partnered with Amazon Cloud Services for Data storage**

As you know Amazon Cloud Services is one of the most secured cloud services in the globe



# WHAT IS CLOUD DATA STORAGE ?

- Cloud storage is a service model in which data is maintained, managed, backed up remotely and made available to users over a network (typically the Internet).



# WHAT IS CLOUD DATA SECURITY ?

- It refers to a broad set of policies, technologies, and controls deployed to protect data stored in the cloud.



# IS YOUR DATA SAFE AND SECURE?

**IN CLOUD** – YES IN “AMAZON CLOUD”





# AMAZON'S CLOUD SECURITY

- ✓ **AMAZON SIMPLE STORAGE SERVICES – AMAZON S3 Security** - Access to data stored in Amazon S3 is restricted by default; Only owners have access to AMAZON S3 resources they create
- ✓ **AMAZON S3 DATA TRANSFER** - For maximum security, customer can securely upload/download data to Amazon S3 via the SSL encrypted endpoints.
- ✓ **Amazon S3 Encryption Client** – This is a client encryption library which can be used by customers for own encryption creation of data
- ✓ **Amazon S3 Server Side Encryption (SSE)** - Amazon S3 will manage the encryption process for customers. Amazon S3 SSE uses one of the strongest block ciphers available – 256-bit Advanced Encryption Standard (AES-256)
- ✓ **Amazon S3 Data Durability and Reliability** - Amazon S3 is designed to provide 99.999999999% durability and 99.99% availability of objects over a given year. Objects are redundantly stored on multiple devices across multiple facilities in an Amazon S3 region. To help provide durability, Amazon S3 PUT and COPY operations synchronously store customer data across multiple facilities before returning SUCCESS.
- ✓ **AWS AMAZON S3 Storage Gateway Security** - Gateway-Stored Volumes (where the cloud is backup), Gateway-Cached Volumes (where the cloud is primary) and Gateway-Virtual Tape Library (VTL).
- ✓ **AWS Import/Export Security** - For Amazon S3 data, customer can use a PIN-code device with hardware encryption or TrueCrypt software to encrypt their data before sending it to AWS

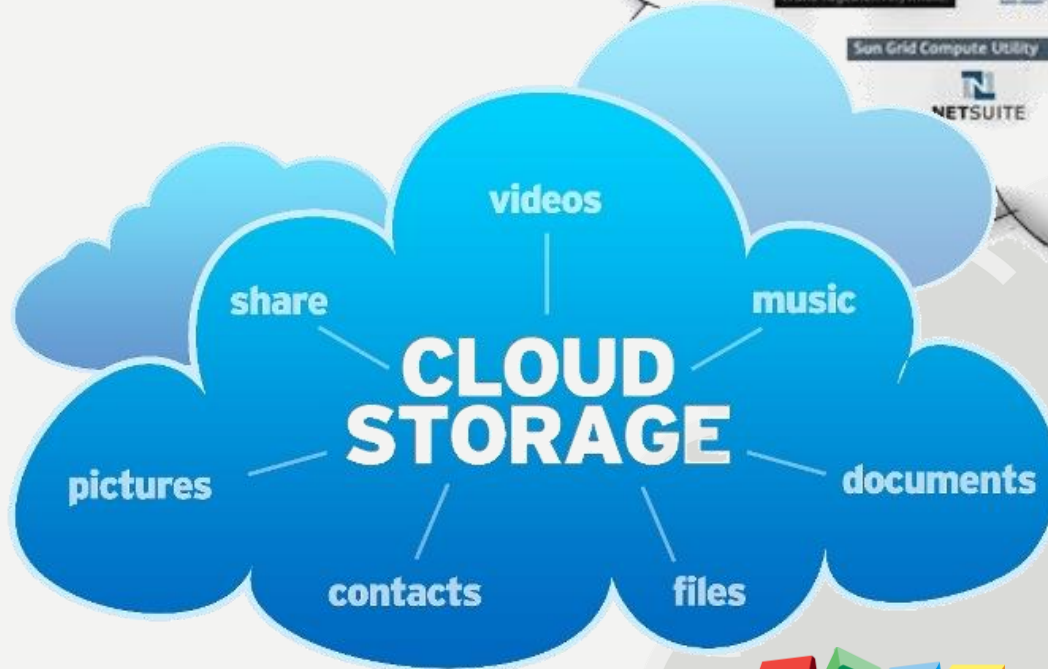


# ARE THERE ANY OTHER COMPANIES WHICH USE CLOUD STORAGE ?

**“YES” – MOST OF THE E-COMMERCE AND CRM  
COMPANIES**



# CLOUD SERVICES COMPANIES



# CLOUD STORAGE USERS





# HOW FAR THE DATA IS SAFE IN CLOUD ?

WILL THERE BE ANY CHANCE OF TOTAL  
LOSS OF DATA ? – OF COURSE “NO”

# REASONS FOR TOTAL DATA LOSS



- Natural Disaster / Calamity in facilities where servers of the cloud services company are placed
- Cloud crash
- Security Breaches

## SOLUTION

**“THE DATA STORED IN AMAZON CLOUD HAS BEEN STORED ON MULTIPLE DEVICES ACROSS MULTIPLE FACILITIES FOR A SPECIFIC REGION”**

- So More than 99.99% it is assured that there won't be any total data loss, as the data is stored in multiple devices across multiple devices and can be recovered from any of the facilities that is not affected by any natural calamity, cloud crash or security breach etc.



# WILL ALL YOUR DATA BE SAFE WHEN HELLOLEADS TEAM PROCESS YOUR DATA ?

**“YES”** - HELLOLEADS TEAM WILL DO A QUALITY AUDIT OF OCR DATA. HELLOLEADS TEAM HAS BEEN TRAINED AND MANAGED TO HANDLE YOUR DATA IN A SAFE AND SECURE WAY.



# **YES, ALL YOUR DATA WILL BE SAFE WHEN HELLOLEADS TEAM CHECKS YOUR DATA**

- All Employees of HelloLeads sign a Non Disclosure Agreement (NDA) which restricts and prevents even accidental sharing of data or details of work process to any one
- If any technical issues arise for the customer of HelloLeads, that technical issues will be addressed by the employees of HelloLeads with proper authorization from the Management team of HelloLeads
- All employees of HelloLeads will not be allowed to use any electronic gadgets / devices such as mobile phones or USB drives in work premises. Hence there is no possibility for Data theft from work premises through any electronic gadgets or devices
- The electronic devices, which is used for processing HelloLeads customer's data, are not installed with any other software which might cause security issues to the data processed. Moreover network access (internet) for those devices will be restricted to HelloLeads web app and other related apps that will be used along with HelloLeads app to process the customer data. This ensure that there is no web related threats for customers' data



# WHAT IS YOUR ROLE IN SAFEGUARDING DATA ?

**YOUR RESPONSIBILITIES**





# **YOUR ROLE - YOU SHOULD DO THE FOLLOWING TO KEEP YOUR DATA SAFE**

- Keep the E-mail ID, what you have shared with HelloLeads, safe and secure. As long as your E-mail Ids are safe then the data used or processed through our HelloLeads will also be safe
- Keep your Passwords safe, Please do not share Passwords with any one. Please create passwords which are easy for you to remember but difficult for others to decode.
- Access HelloLeads through a secured device



# **WILL YOUR DATA BE PORTABLE WHEN YOU LEAVE THE SERVICE?**

**“YES” – YOU CAN GET ALL OF YOUR DATA  
INTO, AND OUT OF, HELLOLEADS AT ANY  
TIME**



# DATA PORTABILITY

If a customer wants to leave HelloLeads,

- You can leave the service quickly and easily
- There is no data lock-in with HelloLeads
- The customer can get all of their data into, and out of, HelloLeads at any time
- HelloLeads desktop app let the customer to export all of their data in .CSV, .XLS or .PDF Formats
- HelloLeads mobile app let the customer to export all of their data in .CSV Format
- Once the customer exports all their data and they can also delete their data
- You may request HelloLeads to delete their Account, Then the account will be deleted. Any account that is inactive for more than 6 months will be deleted automatically after informing the respective account holders.



**BESIDES ALL THE SECURITY  
MEASURES, COMES OUR  
RESPONSIBILITY AND OUR  
ASSURANCE OF PROTECTION OF  
YOUR CONFIDENTIAL DATA.**

**YOUR DATA IS YOURS  
YOUR DATA IS PROTECTED  
YOUR DATA IS PORTABLE**



*For Any Questions, please contact us*

email : [support@helloleads.io](mailto:support@helloleads.io)

[www.helloleads.io](http://www.helloleads.io)